

## Janlynn launches new discount crafts website, bringing even more Valu to consumers.

Top consumer craft company announces launch of [www.ValuCrafts.com](http://www.ValuCrafts.com).

Chicopee, MA, September 8, 2011 –Janlynn, a family owned Corporation for over 32 years, is excited to announce the launch of its new website, [www.valucrafts.com](http://www.valucrafts.com). Fusing crafts and e-commerce, the site boasts over 60,000 craft-related items for sale at “valu” prices.

“Almost all items have been discounted by more than 20% off MSRP,” states Lisa Blanchard, Internet Marketing Manager for the Janlynn Corporation, “but the savings don’t stop there. After each purchase, customers earn ValuPoints, redeemable for cash discounts, and win prizes and coupons by spinning the ValuWheel.”

As a special promotion, the first 100,000 visitors will also receive a [free registration spin](#) which extends the chance to win \$500 cash or other valuable prizes.



Serving everyone who desires to create, ValuCrafts will strive to inspire the “crafter in all of us.” Visitors to the site will have the ability to search for products by craft category, and price. For a sneak peek, media can [click here](#) to preview the site that will be launched for the public early next week.

### About [ValuCrafts](#)

ValuCrafts is a division of The Janlynn Corporation, a family-owned business since 1979, located in Chicopee, Massachusetts.

### About [The Janlynn Corporation](#)

For over 32 years, Janlynn has been unleashing creativity to the jewelry, needlecraft, quilting, rubber stamp, and kids activity industries through relationships with a myriad of top designers.

Those interested in speaking with management at Janlynn may do so via:

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